

TRAFFORD COUNCIL

DELEGATED EXECUTIVE MEMBER DECISION REPORT

Report to: Executive Member for Housing and Regeneration
Date: September 2019
Report for: Decision
Report of: Corporate Director Place

Report Title

Draft Older People's Housing Strategy 2019-2024

Summary

With a growing older person population, there is an increasing demand for a diverse range of older people's housing in the borough. The Draft Older People's Housing Strategy aims to ensure older people have decent homes to live in, to secure and maintain their independence, reduce health inequalities and offer care services that are flexible enough to meet the different choices older people will increasingly make.

The Draft Older People's Housing Strategy has been produced following extensive consultation and the proposed recommendations are designed to respond to both the current and future needs of the older adult population. The recommendations have been identified in the context of the Council's Corporate Priorities, the Trafford Housing Strategy (2018-2023), GM Housing Strategy and discussions with key stakeholders.

Recommendation(s)

That the Executive Member approves the Older People's Housing Strategy 2019-2024 for the purposes of consultation.

Contact person for access to background papers and further information:

Name: Lorna Lloyd (Strategic Growth Officer)
Caroline Siddall (Housing Strategy & Growth Manager)
Extension: ext 4923/4776
Appendix One: Draft Older People's Housing Strategy 2019-2024
Background Papers: None

Implications:

Relationship to Corporate Priorities	<p>The priorities detailed within the Draft Older People’s Housing Strategy 2019-24 meet the Council’s Corporate Priorities of:</p> <ul style="list-style-type: none"> • Building Quality, Affordable and Social Housing • Health and Wellbeing • Successful and Thriving Places • Targeted Support <p>In addition, the Draft Strategy meets the Departmental Improvement Plan’s priorities and is complimentary to, and will play a key part in, delivering elements of the Trafford Housing Strategy 2018-2023.</p>
Relationship to GM Policy or Strategy Framework	<p>The Draft Older People’s Housing Strategy 2019-2024 is aligned with the priorities contained within the GM Strategy and the GM Housing Strategy (2019-24).</p>
Financial	<p>The Draft Strategy identifies actions for the Housing Strategy & Growth Team/Adult Services to deliver within existing staff resources and budgets. It also identifies potential actions to be delivered in partnership with other key public, charitable and private stakeholders.</p>
Legal Implications:	None.
Equality/Diversity Implications	None as a consequence of this report.
Sustainability Implications	None as a consequence of this report.
Resource Implications e.g. Staffing / ICT / Assets	<p>Existing staff resources will need to be identified to support the delivery of the Strategy. Information will be made available on line and documents will be available to access through the Council’s web pages.</p>
Risk Management Implications	<p>Risk to delivery of the recommendations detailed within the Draft Strategy will be monitored and updated as required.</p>
Health & Wellbeing Implications	None as a consequence of this report.
Health and Safety Implications	None as a consequence of this report.

1.0 Background

- 1.1 The Draft Older People's Housing Strategy covers the five years from 2019 to 2024. It forms part of a suite of specialist and supported housing strategies that sit under the main Housing Strategy 2018-2023. A number of factors have prompted the need for this Draft Strategy; Trafford has an ageing population with increasing health and social care challenges, and a range of suitable housing options are required to meet the housing needs and changing aspirations as people age. The Draft Strategy provides strategic direction regarding national and local policies to promote older people's housing needs and desires.
- 1.2 Changes in the composition, and the increasing number, of older people require a shift in the focus, resources, and processes of local agencies. An ageing society is a key challenge for the housing sector. Over the past decade the government has identified this as an area where significant changes need to be made, not only in physical buildings but in challenging society's perceptions of what suitable housing for older people should mean. There are strong links between older age, housing and health and the Council recognises the interdependence of these.

2.0 Methodology

- 2.1 The Draft Strategy identifies measures to deliver the Council's Corporate Priorities of 'Building Quality, Affordable and Social Housing', "Successful and Thriving Places", "Health and Wellbeing" and "Targeted Support". It forms a key part in delivering Trafford's Housing Strategy and complements the priorities set in the GM Housing Strategy.
- 2.2 Initial consultation has been carried out with residents to determine housing needs for older people in Trafford which has allowed residents to have an input into the Draft Strategy. Residents were asked a range of questions about their current home, how it meets their needs and what they wanted for the future, to understand what is important to the people in Trafford as they age. In addition, consultation with service providers and support organisations was undertaken to identify what is currently available and what can be done to meet the housing needs of older people in Trafford for the future.

3.0 Older People's Housing in Trafford

- 3.1 A review of available data relating to older people and housing in Trafford shows:
 - Trafford has an aging population - over the period 2019 to 2037, the number of older person households is going to increase by around 14,719, an increase of 40.2% in the borough.
 - A high proportion of the borough's older population (65 years plus) are found in the south of the borough - Bowdon, Hale and Flixton.
 - Many homes in Trafford are under-occupied by the 65 years and older population. The availability of two bedroomed properties in Trafford is too low to meet the demand from older people that would consider moving from larger homes.

- The majority of older people in Trafford (77%) are owner occupiers with the highest number being in Timperley and Hale.
- Trafford has a total of 3,340 Registered Provider/Housing Association older people accommodation units in 2017/18.
- There is an overall shortage of older people's accommodation available to buy or rent in Trafford. A search on Rightmove in March 2019 for retirement housing to rent in Trafford identified just three properties available, at an average rent of £645 per month. In terms of retirement properties for sale, 38 properties were found, out of a total 1,437 properties (2.6%). The asking prices for these retirement homes marketed on Rightmove cost up to £318,500 for a two bedroom property.

4.0 Vision and Priorities

- 4.1 To meet the challenges identified above, a Vision has been developed along with four Strategic Priorities. The Vision and Priorities are as follows:

Vision:

'Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford'

Strategic Priorities:

1. Improve the quality and standard of existing housing for older people in Trafford.
 2. Increase the availability and range of suitable housing options for older people within Trafford.
 3. Enable older people in Trafford to live independently.
 4. Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.
- 4.2 To achieve the priorities identified above, the Draft Strategy makes a number of recommendations and these are set out in Appendix 1 (pages 35-48).

5.0 Wider Corporate Linkages

- 5.1 The recommendations detailed within the Draft Older People's Housing Strategy meet the Corporate Priorities of 'Building Quality, Affordable and Social Housing', 'Health and Wellbeing' and 'Successful and Thriving Places'. The Older People's Housing Strategy, coupled with the Trafford Housing Strategy 2018-23 and GM Housing Strategy, forms a comprehensive and fully joined up approach to older people's housing within Trafford.

6.0 Other Options

- 6.1 An option is not to adopt the Draft Older People's Housing Strategy 2019-24. The absence of an Older People's Housing Strategy across Trafford means the Council will not have a strategic mechanism to tackle older people's housing in the borough.

7.0 Next Steps

7.1 Initial consultation has already taken place to determine housing needs, but it is now prudent to consult wider on the Draft Older People's Housing Strategy as a whole. It is proposed to commence an online consultation for a four week period starting in October 2019. It will be posted on the Council's website and will be open to stakeholders and residents to submit their comments. Following the consultation, the Draft Strategy will be amended if necessary to take account of any valid comments and an Action Plan will be developed. It is proposed that the Executive will then formally approve the Older People's Housing Strategy and accompanying Action Plan.

8.0 Recommendations

8.1 It is recommended that the Executive Member for Housing & Regeneration approves the Draft Older People's Housing Strategy (2019-2024) for the purposes of consultation.

Appendix 1- Trafford Draft Older People's Housing Strategy 2019-2024



Appendix 1 -
Trafford Older Person

Key Decision: No

If Key Decision, has 28-day notice been given? N/A

Finance Officer Clearance.....Peter Carr 26.09.19

Legal Officer Clearance... Sheba Mirza 25.09.19

[CORPORATE] DIRECTOR'S SIGNATURE

A handwritten signature in black ink, appearing to be 'P Carr', written over a horizontal line.

To confirm that the Financial and Legal Implications have been considered and the Corporate Director has cleared the report prior to issuing to the Executive Member for decision.